



2012 ADVERTISING & VISIBILITY

Website (sjchamber.com)

Image Builder Ad: Top of website page, brands company as a regional leader and leading chamber sponsor; 11,000+ pages viewed per month
1 year: \$3650 | Quarterly: \$1000 | 4 rotating positions available

Business Builder Ad: Side rail of home page; builds awareness of product or service, event or promotion
Quarterly: \$650 | Monthly: \$250 | 10 positions available

NewsFlash (weekly)

Image Builder Ad: Above NewsFlash masthead, brands company as regional leader and leading chamber sponsor
1 year: \$3650 | Quarterly: \$1000 | 2 positions available

Business Builder Ad: Right side rail of NewsFlash page; builds awareness of product or service, event or promotion
Quarterly: \$650 | Monthly: \$250 | 4 positions available in each edition (stacked vertically)
NewsFlash is issued 50 weeks a year to 2,500 business leaders

Members In Action e-News (twice monthly)

Image Builder: Above masthead, brands company as regional leader and leading chamber sponsor | One-Year Title Sponsor: \$5000 | One available only

Business Builder Ad: Right side rail of NewsFlash page; builds awareness of product or service, event or promotion
Quarterly: \$650 | Monthly: \$250 | 4 available each edition (stacked vertically)

Member Highlight: Right side rail of Members in Action Report, focuses on company specialty or promotion | 80-word description with logo
\$200 per insertion | 2 positions available in each edition (stacked vertically)
Issued on the first and third Fridays of each month to 2,500 business leaders

Quarterly Business Advocate (formerly The Advocate)

(Redesigned magazine format of 8 1/2 x 11 starting July 2012—4,000 circ.)

Member Profile (1/2 pg; member supplies text, photo, logo)	\$1100
Back Cover:	\$1800
Inside Covers:	\$1700
Full page run of book:	\$1500
2/3 page Vertical Only	\$1300
1/2 page Horizontal Only	\$1100
1/3 page	\$ 800

10 percent frequency discount on all rates.

Annual Business Directory & Community Guide

Back Cover:	\$4000
Inside Covers:	\$3500
Full page run of book:	\$3000
2/3 page Vertical Only	\$2500
1/2 page Horizontal Only	\$2200
1/3 page	\$1500
1/6 page	\$ 750
Ad in Directory List Section (2 3/4H x 2 1/8V)	\$ 500
Upgraded listing: Gray Highlight box	\$ 250
Bold listing	\$ 100

Rates & Sizes

Print: Payment must be received with artwork one month before publication.

Web and e-News: Payment and artwork due one week prior to publication.

SJCHAMBER.COM lets members brand and convey their business to chamber website visitors from all over the region and the world.

The once weekly e-news, the **NEWSFLASH** provides important content on chamber initiatives, upcoming events and provides an avenue for members to advertise or promote their business opportunities to other chamber members. The twice-monthly **MEMBERS IN ACTION e-News** details news from members and provides targeted advertising opportunities.

A member-focused magazine, the new quarterly **BUSINESS ADVOCATE** is created to provide news about the chamber's advocacy work in the region and special news about members and business excellence.

As a resource to connect member businesses, the **ANNUAL BUSINESS DIRECTORY** is distributed to over 7,000 businesses, individuals and destinations such as hotels, the convention and visitors bureau, real estate offices and other sites each year.

To place an ad, contact Hal Silliman at 408-291-5282 or hals@sjchamber.com

Rates, frequency, placement and dimensions subject to change. Eligibility is reserved for members only in good standing. 15% commission to qualified agencies only. Dimensions on Insertion Order sheet. New insertion order needed for new ad copy

San Jose Silicon Valley Chamber
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408-291-5250 | sjchamber.com